

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

DEN 5048 – EFFECTIVE COMMUNICATION SKILLS

(All sections / groups)

14 OCTOBER 2017

2.30 PM - 4.30 PM

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of **five** pages.
2. Answer **ALL** questions in **Sections A, B and C**.
3. Write all your answers in the Answer Booklet provided.

SECTION A [30 MARKS]**Question I: Multiple-Choice Questions (5 marks)**

Instructions: Read each question and choose the **BEST** answer.

1. The definition of communication must highlight the intention of _____.
 - A. establishing a link
 - B. initiating an action
 - C. relaying a message
 - D. processing information

2. Identify the correct stages of a sender's activity in a Communication Process:
 - A. choose a medium - encode message - avoid noise
 - B. choose a medium - decode message - avoid distortion
 - C. impulse to communicate - decode message - relay message
 - D. impulse to communicate - encode message - relay message

3. A person who is nervous or anxious about delivering a presentation can overcome the feeling by _____.
 - A. gripping the lectern
 - B. focusing on himself
 - C. memorising his speech
 - D. preparing more materials

4. The purposes of a memo are to _____.
 - I. seek information
 - II. solve a problem
 - III. ask for assistance
 - IV. propose suggestions
 - A. I, II & III
 - B. I, II & IV
 - C. I, III & IV
 - D. All of the above

5. In an integrative negotiation, both parties _____.
 - A. use persuasive tactics
 - B. have personal interests
 - C. achieve their objectives
 - D. look for different outcomes

Continued...

Question II: Fill in the blanks (10 marks)

Instructions: Read each question and choose the **BEST** answer from the options given below.

Schramm Model	social noise	Desire	kinesics	interpersonal communication
rapport	profile	Parliamentary Procedure	overflowing inbox	psychological noise
intrapersonal communication	artifacts	attention	agenda	Laswell Model

6. Using _____ in a meeting helps a business to be transacted efficiently.
7. Having foreign staff working in a local company could result in a communication breakdown due to _____.
8. One way to overcome the email problem of _____ is to do filing and updating regularly.
9. When you see a group of men on a field, wearing jerseys, shorts and boots practising with a ball, you know that they are establishing their personal identity through non-verbal behaviour called _____.
10. The _____ highlights communication process as a two-way street which focuses on verbal, non-verbal, intentional or non-intentional feedback.
11. In formal letters, the paragraph where you describe your opinion, comments, and emotions based on Interest is written in the _____ section.
12. Based on five sets of questions which include Who, What, Channel, To Whom, and Effect, the _____ suggests that the message flows in a multi-cultural society with a wide audience.
13. *"Should I accept the job promotion? Yes, it is good money but I shall be separated from my wife and children. Dubai is just too far away. Hmm...I don't think I'm ready to leave my family behind, especially my two little girls..."*
This is an example of _____.
14. A highly committed and disciplined individual who is passionate about her work. Excellent communication and time management skills. Able to interact with people of different positions and backgrounds. Proactive and creative.
In a resume, these selling points are called _____.
15. *Hello, good morning. Excel Company. Ashley Ang here, Finance Division. How can I help you?*
This appropriate greeting in receiving telephone calls is important to establish good _____.

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Question III: True/False Questions (15 marks)

Instructions: Based on the statements given below, write (T) if the statement is TRUE and (F) if the statement is FALSE.

16. A person who appears to be over confident may actually lack confidence.
17. In a conversation between two females, it is normal to see them engage in haptics or physical touch.
18. The problem of noise in communication can be solved by redundancy, which is repeating the same channel of communication.
19. In a resume, it is sufficient to quote the name of only one referee as long as prior permission is sought.
20. A worker can be invited verbally to attend an informal meeting at the office.
21. The Transactional Model involves different channels and simultaneous communication between sender and receiver.
22. Junior badminton players can enhance their confidence in winning international tournaments by modelling the success of world-class players such as Datuk Lee Chong Wei. This is known as vicarious experience.
23. The Question and Answer (Q and A) session at the end of a presentation allows the presenter to get to know his audience better.
24. In a negotiation process, power comes from the position a person holds: the higher the position, the easier it will be to negotiate with the other party.
25. Shannon and Weaver (1949) is a Linear Model that facilitates information transmission through telephone lines.
26. *I would like to apply for the position of Junior Marketing Executive as advertised in the STAR dated 30 September 2017* is the preferred expression used in the opening paragraph of a Job Application letter.
27. Passive listening is a skill that we should have in receiving telephone calls where we allow the caller to talk while we do not take any action.
28. One disadvantage of written communication is inaccessibility. This is because a reader's ability to interpret the message differs based on his background, education and knowledge.
29. A memo is different from a letter because it does not need a complimentary close or a signature.

Continued...

30. In a Report, Terms of Reference is the section where we refer to the Recommendations of the previous report.

SECTION B [15 MARKS]

Instructions: Read the following case study and answer all questions.

Mdm Linda:	Good morning, Julie. How are you?
Julie:	Err...Not so good, Mdm Linda...I'm so sorry to take your time. I know...a person of your position is always busy and I'm not sure... if a small fry like me...deserves your time and attention.
Mdm Linda:	Don't be silly, Julie! Have you forgotten that I am your mentor?
Julie:	Oh yes...Yes...of course...you are my mentor.
Mdm Linda:	As your mentor, it's my responsibility to help and guide you. So, tell me, what is bothering you, Julie?
Julie:	Hmm...Mdm Linda, I feel...I feel that I am the worst copywriter in the Department!
Mdm Linda:	What do you mean?
Julie:	I've been working in this company for almost...nine months now. Many times, our clients either rejected my jingles, taglines, descriptive texts, TV ads or they asked me to make major changes to my work. There were times I just couldn't accept their criticisms.
Mdm Linda:	Oh well, Julie. That's normal. You're still a new staff and learning the ropes of the company business.
Julie:	But, Mdm Linda. There are two Junior copywriters who are more talented and creative than me and who could produce interesting work. Hmm...not surprising, I guess, as they are graduates of renowned universities. Unlike me...who graduated from a small private college.
Mdm Linda:	Julie, we have our reasons why we hired individual workers. Each of you has your unique skills and talent.
Julie:	I don't see myself as a unique and talented person, but I do see that many of my colleagues are. They are excellent in pitching for business and so enthusiastic and optimistic in doing presentations to potential clients. I admire their confidence. I wish I had their high confidence level. They always dress to impress too...a plus point, definitely. Look at me...I'm a simple <i>kampong</i> girl. Really! And, many of them in the Department have won coveted Advertising Awards and they always pressure me to be in their league too. That puts me under a lot of stress. I just don't know what to do with myself. I need your advice, Mdm Linda.

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1. (i) Define “self-esteem”. (1 mark)
(ii) Give one statement to describe yourself as a person with high self-esteem. (1 mark)
2. Based on the conversation above, we know that Julie is suffering from a low self-construct i.e. self-esteem. Identify three of her low self-esteem characteristics by giving specific examples. (3 marks)
3. *“I admire their confidence. I wish I had their high confidence level”*.
Julie views her colleagues as people with high self-confidence.
(i) What is “self-confidence”? (1 mark)
(ii) Discuss three general traits of a person with self-confidence. (3 marks)
4. Imagine that you are Mdm Linda, Julie’s mentor. What advice would you give to Julie in order for her to increase her self-esteem?
Give three advice and elaborate your ideas. Write your answer in one paragraph. (6 marks)

SECTION C [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:

Your business partner and you plan to set up a new business concept which modifies a shipping container as a café, at Dataran 1 Malaysia, Klebang. You have engaged an interior decorator, Dynamic Designer, to furnish the interior of both floors of your new café. The company was given four weeks to complete the project, but they managed to furnish only the lower floor during the time given. You also discovered that, instead of using fibreglass-reinforced plywood as the wall, they have used regular plywood. They even delivered inadequate number of chairs; you have requested for 80 acrylic dining chairs, but they sent only 70.

The poor service and problems have inadvertently delayed your café Grand Opening Day. You decide to make a formal complaint to the Director of Dynamic Designer to highlight the problems and the inconveniences caused by the delay of the project.

TASK:

Write a letter of complaint in about 150-200 words to Dynamic Designer. You may include other necessary details. Use a fully-blocked layout with open punctuation.

End of Paper